

# Unrealistic Television Commercials

The television commercial makers keep on presenting unrealistic situations. Their viewers, <sup>sometimes,</sup> get offended by these commercials for being totally different from real life. It shows that the makers do

not consider the real purpose of promoting the products they are advertising. To them, these advertisements get enough views and they keep on spending dollars in their making. But they do not know that viewers watch these advertisements either to laugh at them or due to the fact that they cannot change channels for a few minutes.

Words in passage = 258

Words in precis = 87

Q. 2. Write a précis of the following passage and suggest a suitable title.

(20)

Despite <sup>After getting complaints</sup> complaints from viewers, television commercials are not getting any more realistic. Their makers continue to present idealized people in unreal situations. The wide gaps between their fanciful depiction and the mundane realities of life in most cases make them appear funny as well as repulsive. A footballer suddenly starts scoring goals after consuming a particular energy-drink. A would-be groom avoids hugging his father-in-law because he recalls not having used a particular shampoo that morning. A busy manager leaves an important meeting to grab a dozen packets of his favourite cookies, and so on. The advertisers also persist in showing a version of male-female relationships that can hardly exist in two households in an entire city. A wife panics simply because a meddlesome neighbor points out that her husband's shirt is dirty, while another fears for her marriage because her finicky husband doesn't like her coffee. What do the advertisers know about us, or how we see ourselves, that make them continue to plunge millions of dollars into these kinds of commercials? They probably don't know that these glamorous and noisy clips in no way promote the product for which they are aired. The reported number of viewers may be heartening and tempting for the manufacturers of the products. It might also be the main reason for them to keep on hiring the advertisers for promoting these products. In fact, however, these advertisements are mostly watched either to laugh at, or because the viewers are unable to skip them by changing the channel as soon as they start.